



Recycle This! Newsletter

*Newsletter of the Maine State Planning Office, Waste Management & Recycling Program * Fall 2006*

Augusta Updates

Even without the Legislature in session, the Waste Management and Recycling Team has been busy with the charges of the last session. The policy specialists have been working on drafts of the five year plan and responding to data requests of the Blue Ribbon Commission. A



group of officials are working on reinvigorating the image of recycling, such as heard at the MRRA Conference last spring with Keefe Harrison reporting on changes gained through Community Based Social

Marketing. The State Planning Office is still looking for approximately 50 annual municipal reports to close out the 2005 data year. Hank continues to call and visit with those who have not submitted their reports.

The first week of September saw the beginning of the 2006 Maine Recycles Week Campaign with the distribution of more than 4000 posters and contacting the schools. Since the posters contained the invitation to schools to participate in this year's competitions, e-mail and phone messages have been constant.

Upcycling:

the practice of converting waste materials into products of greater value—beer bottles into building materials, for example. Coined by William McDonough and Michael Braungart in their 2003 book [*“Cradle to Cradle: Remaking the Way We Make Things”*](#) (North Point Press).

Umm! Think about it!

MRW 2006 on the Horizon

November 8th through the 15th of 2006 will be the eighth celebration of Maine Recycle Week. Although it began as America Recycles Day, Maine added more days to extend the promotions to raise the public awareness towards recycling and the purchase of items made with recycled materials. Even now though, calls are still received at the Maine State Planning Office with a person asking: “What is Maine Recycles Week?” Ask and Ye shall receive! We have received or been received very well this year – thank you!



The campaign that was established in Maine in 1998 seemed a solid platform upon which to build the recycling image each year. This year however is exceptional. When the gauntlet was thrown, instead of just rallying the schools of Maine, it has appeared to have had a ripple effect. Perhaps the reaction reflects a new interest in recycling (Let's hope so!) or maybe salutes new efforts to revitalize the recycling image,

but whatever the reason MRW 2006 has already responded to the new directions of the MRW Steering Committee.

There appears more interest from the media on MRW 2006. We have also found more committees as well as new life in many recycling committees, such as the Ogunquit Committee. Not only have they expressed plans to get into the schools, but have also spread the word at craft fairs and lined up volunteers to carry out plans at the transfer station.

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This year's new motto, ***Rethink-Recycle-Rediscover***, has a special meaning:

Rethink – Yes, take the time to rethink recycling. Recognize why we recycle, analyze how well we recycle, and ask ourselves how we can recycle better.

Recycle – We can hardly say that recycling hasn't changed over the last decade. The truth is that Maine's citizens and recycling have changed. There is still a ways to go until our thoughts and philosophy catch up to performance and reflect our performance.

Rediscover – There once was an excitement and energy to recycling that now seems to be hidden in isolated and spotted areas. We are now asked to bring our enthusiasm to the forefront once more in the hopes of not only reinvigorating our efforts but also to capture our enthusiasm and focus on not only achieving our statewide goal of a 50% recycling rate but also band together to surpass and sustain the effort.

We are off to a great start with Maine Recycles Week. The Maine Recycles Week 2006 Steering Committee throws down a challenge to schools, businesses, and municipalities to outshine any previous year's effort to make recycling happen. We can do it. We know we can – with your help. Exercise your right to recycle!

Tom Miragliuolo Leaves the Tree House



The Waste Management Team bid farewell and good luck to its youngest member, Tom Miragliuolo. Tom had become a friend of many in the Industry and municipalities; however opportunities presented themselves for him to move on in the planning world. Tom was with

us for seven years. Moving from the MDO'T planning section, Tom always seemed to be a perfect fit for the SPO and the Waste Management and Recycling Team. We wish Tom well and offer our hope for his continued success.

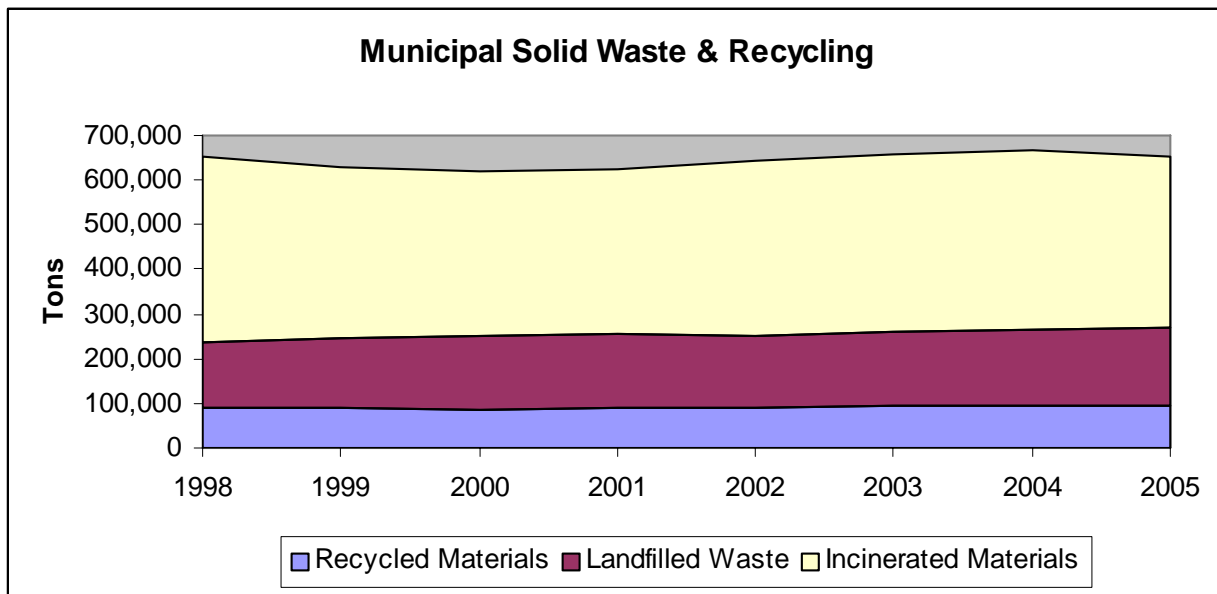
The importance of buying recycled products or those items that are made from recycled materials has always been stressed in the promotion of Recycling. In earlier efforts of out-reach and often in the educational setting, time is spent with recognizing what recycled materials, there would be no markets to sell the captured materials to and the circling arrows would eventually shoot us in the proverbial foot.

If our surveys now reveal that most of the information about recycling that the individual receives comes from the local facility attendant or operator, it may be that we only hear a weak gasp about the last bit of our message where it should actually be the final word - Please buy recycled products.

Perhaps the most notable recycled product has always been recycled paper. The State of Maine, Bureau of Purchases, has been a champion of helping the recycling cause - most importantly by purchasing recycled content copying paper. If the public were following pricing over the last several years, they would note that the price of recycled content paper has come down significantly with public awareness and satisfaction with the products. Environmentally conscientious shoppers and businesses have taken that further with requesting no bleach processes and lately forest certification information. Not too long ago, there were only a few printers that would bid on the Maine Recycles Week posters and calendars with its special demands; however in the last couple of years papers have been offered to considerably cut the cost of producing both the calendar and the poster while still meeting the strict criteria.

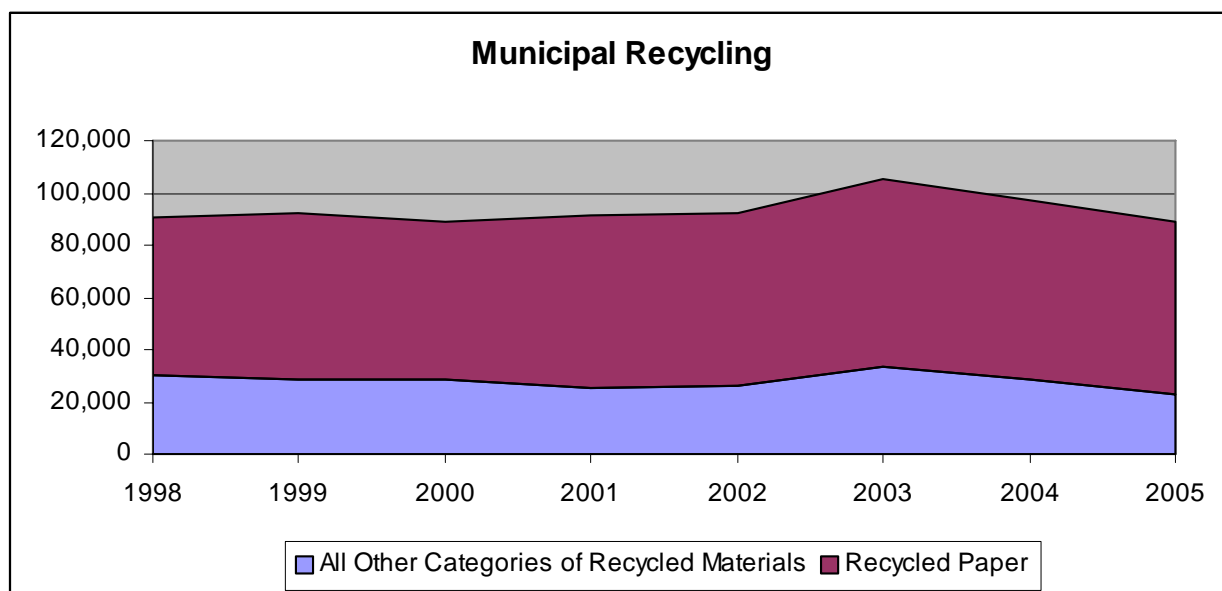
People still inquiring where to buy recycled products - even for promotion. There are a number of companies with the number growing. Questions are asked about Maine companies making such products and the list is not quite as large. There are still those companies, such as OfficeMax, that will identify several products and make them easy to find. The next step will be to easily identify the Maine producers and recognize them better - perhaps in on-line catalogs that will save the need to recycle them. At least one effort has been drawn to our attention with the web site for the recycled products coop, www.recycledproducts.org, perhaps this idea will rub off on the East Coast. When you're shopping, please remember to buy recycled products.

State of Maine Summary of Solid Waste & Recycling 1998 - 2005



The fall of each year marks the actual end to data collection and analysis of data. The draft 2005 numbers, which were derived from municipal reports, have been stacked in bar graphs to represent another year or representation of another product. According to the data person at the SPO, Hank Tyler, the last year reflected not only what had happened in the previous year but also practically mirrored each of the prior several years' performance. The Summary Solid Waste & Recycling 1998 - 2005 State of Maine Report should be available in the near future in anticipation of 2006 activities.

Municipal Solid Waste managed by Maine municipalities over the last eight to ten years has annually totaled between 600,000 and 700,000 tons. In the same period of time, the State's population has varied little; however some movement of population has been recognized. The figures appear to have approximately 100,000 tons of materials recycled, which leaves a little more than a half-million tons to the waste-to-energy plants and landfills, with the balance of municipally managed MSW landfilled.



Reinvigorating the Recycling Message



Progress is being made with reinvigorating the image of recycling, and something may be realized by the end of the year from a hard working committee or an inspirational student in the Maine Recycles Week activities. With all the attention of redefining the image of

recycling, one has to look beyond the message and make sure what is understood. A definite challenge lies ahead to clearly promote the actual recycling to the point where it is not only understood as essential for the quality of life we have come to expect but also performed to be realized as a part of everyone's daily routine .

It is exciting that we are looking at a makeover for recycling. Will a new image inspire the change desired and needed? In all matters we have at least come to recognize the need for clear communication and effective education. Identifying our audiences and communicating is not a one time exercise. Over-coming the barriers of communication is and will be a constant challenge.

Examples of trying to understand how people think are everywhere. A young couple stood in the aisle at a local supermarket. Obviously planning the week's menus or maybe a special occasion, the young man was overheard saying: "What about fish? We haven't had fish. What kind do you like?" They stepped up to the fish counter, and she was heard to say: "Nothing there looks good!" His reply was: "What do you mean? It's all good!" She curled up her nose and ended the conversation with: "Well, none of it is brown or crispy!"

As we move into our next phase of promoting recycling, communication and educating everyone about recycling is the responsibility of all of us. We know now that most people are educated or informed by their local attendant.



In this next step, we must move on to have children, parents, teachers, elected officials, municipal officers, and all citizens in general encouraging one another to do their best to live responsibly.



Staying with the food example, reminds one of a cooking school story. The instructor was working with seafood. Having gone through some of the basics, he asked a student to prepare a basic fumet, fish stock. To explain, the chef asked the student to remember how

they started the beef stock with the split beef bones and rough-cut vegetables – eventually simmering them for several hours. The chef cautioned that it would not take as long to develop the fumet. In a relatively short time, the student proudly, and yet quizzically, produced an empty stock pot save for the remnants of the effort. There was no liquid; however there was the horrendous residue of what might have been. The wondrous liquid base for a multitude of classical sauces had been discarded as waste – leaving waste that made no sense at all. As funny as it is, the communication problem was owned by both sides and often is when educating – a student or a member of the public.

Recycling is a part of life. We must make the general public and many of our professionals understand the importance of recognizing the value and need in much of what we still label as waste. We should strive to let everything be appreciated for the value and benefit to the population. It is not necessarily what you throw away that is of value; however it is what is waste that is not necessarily what should be thrown away. For understanding and for constantly putting our predicament in perspective, we must constantly be educating the public and all audiences. For those of you who understand, we thank you. For those of you who understand and try to educate others about recycling, we doubly thank you.

***EXERCISE YOUR RIGHT
TO REDUCE!***

***Request that this newsletter be
delivered by e-mail-***

www.recyclemaine.gov

Hatch Hill Solid Waste Disposal District Receives Study Grant from State



Hatch Hill's Gate House - Beyond which lie all of the answers to the Capital Area's recycling woes?

The City of Augusta's Solid waste Bureau has been awarded \$20,000 to fund a study for the potential for expansion and improvements to their recycling efforts. The grant from the State to the Hatch Hill Waste Disposal and Recycling Facility will address issues in the Augusta area as well. While Augusta has done quite well, there has been limited recycling in the towns of Farmingdale and Chelsea. The cities of Hallowell and Gardiner have tried with varying degrees of success.

What is learned from any one study can teach all of us.

SWANA Meeting In Kennebunkport

In July, members of the Northern New England Chapter of SWANA (Solid Waste Association of North America) met in Kennebunkport, Maine. Following spring flooding in Southern Maine, New Hampshire, and Massachusetts, the meeting topic focused on clean up after natural disasters.

Weather events have become more prevalent in recent years and the State Planning Office's SWANA representative, Sam Morris, had wanted to take advantage of the recent incident. Flooding had occurred in neighboring communities in York County; however with the approach of Memorial Day Weekend and the beginning of the summer tourist season the resiliency of the citizens and local businesses was on display. Still attendees enjoyed the setting, as well as, appreciating the presentations of speakers from emergency management agencies and local industry representatives.

Recycle

***Is that the Same as saying :
"What Goes around Comes Around?"***

It may be worth a short story for the newsletter or may not be; however it is certain that strange things happen to us here at the State Planning Office's Waste Management and Recycling Program.

By now almost everyone is familiar with the lapel pin shaped like the State of Maine and adorned with the chasing arrows. Every couple of years, an order is placed to carry the office through meetings and special occasions of giving out this little reminder to recycle or to proclaim to others that we recycle. The simple task of ordering these pins this year turned out to have a few twists that come under to the heading of: "It's a Small World After All".



Thinking that he had the order information on the last box received at the office, Bruce White, Maine Recycles Week Coordinator, placed his request with the business office. In a short time, he was notified that the address of the firm identified on the box did not exist. A quick search on the Internet proved futile as well.

Not to be denied, Bruce then called the Chamber of Commerce in Ft. Scott, Kansas, to see if they had a company that might have experienced a recent name change. A wonderful young lady listened to the story and could not identify the name. As they talked; however a barely negligible line on the shipping label, "W/K Financial" was mentioned and rang a bell. The W K identified the company in Ft. Scott. Although known as a printer of forms and labels, the Creative Printing Department was selected on the phone menu. Another helpful individual did not believe that the pins came from there but wanted to check with one more area first. Finally, a person in the Financial Department immediately recognized the name of the company as one of their clients – one that they billed for. Where was it? Area code 207, and, yes, they turned out to be right in South Portland, Maine.

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1-800-662-4545 or 207-287-8934
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Mark Your Calendar !

***Sandy River Recycling Association and the Town of Farmington
Food Residuals Compost Project Official Grand Opening***

US Rte 2 Dump Road
Farmington, ME 04938
9:30 a.m., November 13, 2006
For more information, please contact Ron Slater at 207-778-3254

Maine Resource Recovery Association Winter Meeting

Black Bear Inn, Orono, Maine
January 29, 2007
Contact MRRA at (207) 942-6772

Maine Resource Recovery Association Annual Conference

Sugarloaf /USA, Carrabasset Valley, Maine
April 30 & May 1, 2007
Contact MRRA at (207) 942-6772

